

# Indiana Safe Sleep Program



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Department of Health

# Infant Mortality in Indiana

- 613 Hoosier babies died before their 1<sup>st</sup> birthday in 2015
  - Over 50 babies EVERY month!
  - Nearly 12 babies EVERY week!
- Over 3,000 infant lives lost in the last 5 years
  - Nearly 42 school buses at maximum capacity



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# Safe Sleep Collaborative

- Collaboration between ISDH and DCS
- Creates partnerships with agencies to provide safe sleep education and Infant Survival Kits
- Targets families & caregivers who do not have safe places for their infants to sleep



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# Program Goals

- Reduce infant mortality
- Provide all Hoosier babies with a safe sleep environment
- Improve overall health for women of child-bearing age
- Promote early & adequate prenatal care
- Decrease parental smoking & substance abuse
- Increase breastfeeding duration & exclusivity



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# Program Messages

Our messages focus on the **ABC's** of Safe Sleep practices recommended by the American Academy of Pediatrics and National Institutes of Health:

- ✓ Babies should sleep **A**lone
- ✓ On their **B**acks
- ✓ In a **C**rib or bassinette



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# Who do we serve?

- Anyone who needs a safe sleep space for their baby!
  - ✓ **All** potential caregivers
  - ✓ **All** income levels
- Provide 24x7 emergency access
- Arrange delivery, if necessary



# Standardized Education/Reporting

- ISDH creating education program, based on NIH info:
  - ✓ Standardized safe sleep messages
  - ✓ Mandatory with Infant Survival Kit distribution
- Partnering agencies offering:
  - ✓ Classes
  - ✓ One-on-one
  - ✓ Emergency distribution, as needed
- Data collection via INSTEP Portal



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# Distribution Sites

## *ISDH/DCS provides site:*

- ✓ Infant Survival Kits
- ✓ Training for educators and parents
- ✓ Access to web-based reporting tools/materials
- ✓ Assistance in program execution, as needed

## *Distribution site provides:*

- ✓ Safe Sleep Education to every caregiver receiving Infant Survival Kits
- ✓ Timely reporting of demographics
- ✓ Storage space for materials



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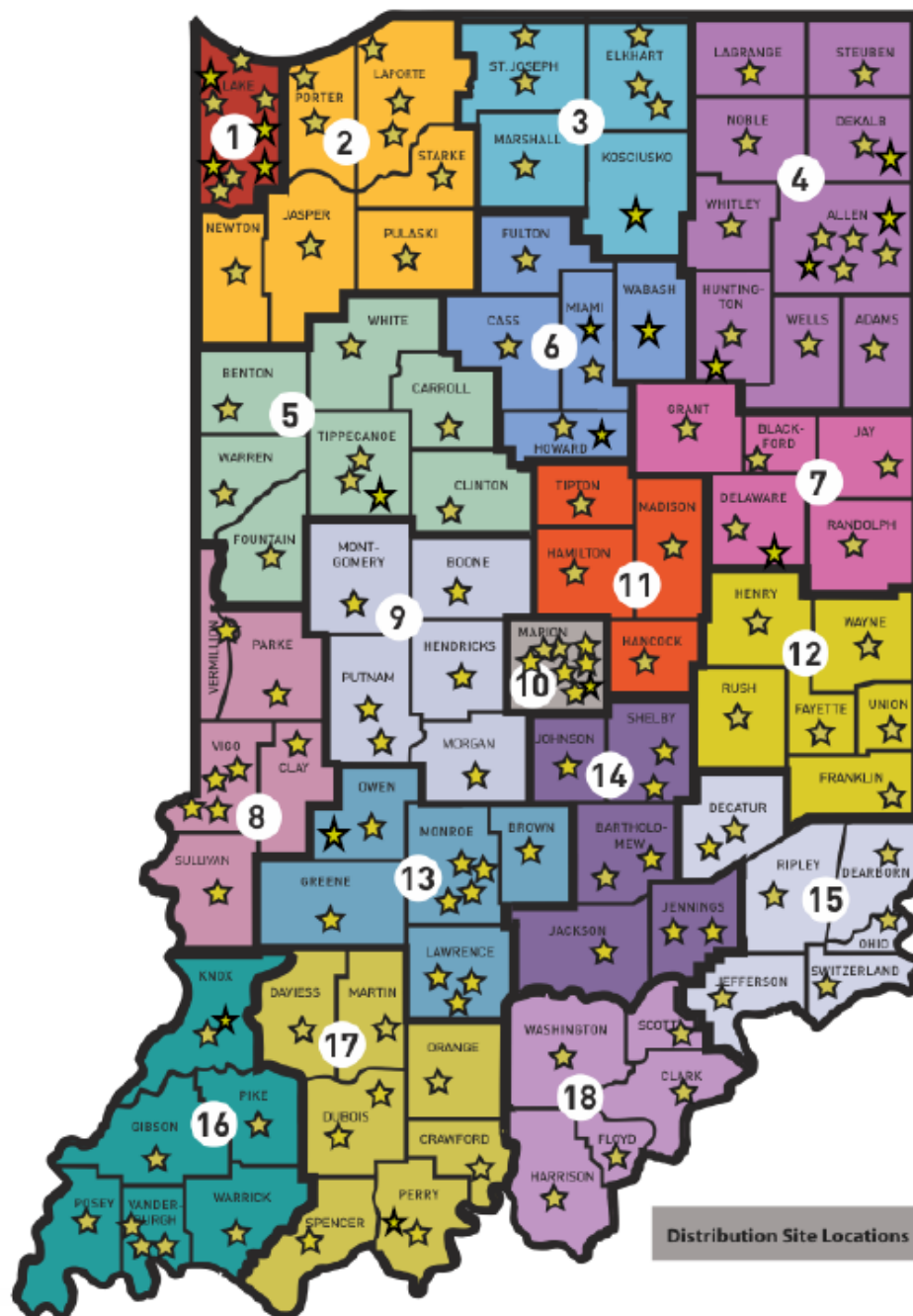




# Community-Based Services

- Partnering agencies understand the needs of their clients
- Innovative ways to deliver the message/service
  - ✓ Hospital-based
  - ✓ EMS/Ambulance
  - ✓ Faith-based
  - ✓ Mental health
- Coming soon – DOSE
- Additional training/program available to community partners: NCSBS Period of PURPLE Crying program training and Cribs for Kids Hospital Certifications

## Indiana Safe Sleep Locations 2017



# Program Highlights

- More than 124 crib distribution partners joined the program since its inception in July 2014
- The program is now accessible in 92 of the 92 counties
- Since July 2014 approximately 10,000 cribs given to caregivers across the state



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# 4 Ways to Keep Baby Healthy

## 1. Get prenatal care

See a doctor as soon as you find out you're pregnant and attend regular visits throughout your pregnancy.

## 2. Don't use tobacco, alcohol or drugs

Exposure during pregnancy – even just a little – is bad for the baby. Call 1-800-QUIT-NOW for free help to quit smoking.

## 3. Nurture with nutrients

Breastmilk is best for baby!



## 4. Practice the ABCs of safe sleep

### A

lone  
Always put  
your baby  
to sleep alone

### B

ack  
Always put  
your baby  
on their back

### C

rib  
Always put  
your baby  
to sleep in an  
uncluttered  
crib



MCH  
**MOMS  
HELPLINE**

1-844-MCH-MOMS  
(844-624-6667)

MOMS Helpline dedicated specialists are ready to provide valuable information and referrals to moms and pregnant women.



# Contact Information

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